

CALIFORNIA STATE DEPARTMENT OF PUBLIC HEALTH

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GUY P. JONES
EDITOR

What Is Health Education?

It would seem that health education is one of the most popular of all subjects among health authorities who write papers for public health journals in the United States. Almost every issue of the American Journal of Public Health carries an article upon the subject of health education.

The term is so broad and includes such a wide variety of subject matter that the average public health worker has difficulty in knowing exactly what may be meant by the term "health education." It would seem that there is need for clarification.

Benjamin C. Gruenberg, in the American Journal of Public Health for February, 1933, states:

"Health education we may take to mean the sum of all efforts to modify human conduct in attitudes so as to raise the health level of individuals or of the community. It includes the education of the diabetic, or of the tuberculous in his personal regimen, propaganda for immunizing children against diphtheria or smallpox, and the promotion of sales of cod liver oil or tooth paste."

This is a radical departure from dictionary definitions of education. The Standard Dictionary defines education as:

(1) "The process or the result of education; the systematic development and cultivation of the normal powers of intellect, feeling, and conduct, so as to render them efficient in some particular form of living, or for life in general.

"Education, as understood today, connotes all those processes cultivated by a given society as means for the realization in the individual of the ideals of the community as a whole. It has for its aim the development of the powers of man (1) by exercising each along its particular line, (2) by properly coordinating and subordinating them, (3) by taking advantage of the law of habit, and (4) by appealing to human interest and enthusiasm. It includes not only the narrow conception of instruction, to which it was formerly limited, but embraces all forms of human experience, owing to the recognition of the fact that every stimulus with its corresponding reaction has a definite effect upon character. It may be either mainly esthetic, ethical, intellectual, physical, or technical, but to be most satisfactory, it must involve and develop all these sides of human capacity.

(2) "Training results from the pursuit of a complete course in an institution of learning, or a specific course, as in law, medicine, art, mechanics, or the like.

(3) "Instruction as a system, science, or art; pedagogy."

It is rather difficult to coordinate the promotion of sales of cod liver oil or tooth paste with the dictionary definition of education.

Dr. W. P. Shepard, in his article entitled "Recent Progress in Health Education" in the May, 1937, Journal of the American Public Health Association, quotes the following definition from "Methods and

Materials of Health Education" by J. F. Williams and F. V. Shaw:

"The sum of all experiences which favorably influence habits, attitudes, and knowledge relating to individual, community, and racial health."

This definition seems to include a large territory, but Dr. Shepard divides health education into three major fields, which he states "are distinct to an unfortunate degree at this time."

1. Public health education, or health education of the public, is that part of health education that takes place in home and community. This is the field that concerns health officers and executives of voluntary health agencies most directly.
2. School health education is that part of health education that takes place in the school or through efforts organized and conducted by school personnel.
3. Health education of professional groups has to do with efforts conducted either by the professional school or the public health agency to increase the public health knowledge of public officials, physicians, medical students, nurses, teachers, sanitary officers, statisticians, bacteriologists, and other professional people.

Dr. Shepard also states:

"In this field, we have usually failed to distinguish between health education and health information. It is one thing to inform people of health facts; another to have them modify their conduct on the basis of this information. The frequency with which they do so depends upon their education. Permanent improvement of health conduct is probably rare with present methods.

"We have tended to confuse health publicity, propaganda, and service with health education. Overemphasis on them may actually impede true education. Too much or poorly directed propaganda often repels the intended convert. Providing health service such as school health examinations and diphtheria immunizations does not of itself lead people thenceforth to seek these same services on their own initiative."

At this point, it might be well to turn to the Standard Dictionary definition of "propaganda."

(1) "A congregation or society of cardinals having the care and oversight of foreign missions, instituted at Rome A.D. 1622: applied also to the College of the Propaganda at Rome, founded by Pope Urban VIII for the education of missionary priests.

(2) "Hence, any institution or systematic scheme for propagating a doctrine or system.

(3) "Effort directed systematically toward the gaining of support for an opinion or course of action."

From this definition, it would appear that propaganda, which constitutes activities designed to secure public support, does not logically belong with those activities that are grouped under health education. It would appear, therefore, that the term "health education" is applicable only to systematic development and cultivation of the normal powers of intellect, feeling, and conduct, so as to render them efficient in the art of healthful living.

Training is the essential factor in education, and instruction must be given, such as is given in the schools, not only for children, but for some adults as well. Many valuable courses pertaining to health educational subjects are given outside of schools to study groups of adults, and they are primarily educational in their operation.

There is no attempt here to discuss methods of education. This is only an attempt to define health education properly. Educational methods can not remain stationary. School health education in itself constitutes a problem of enormous proportions, with methods that must change with social conditions.

Public health workers should segregate health propaganda from health education. As long as confusion in the understanding of the term is prevalent among trained public health workers, confusion must be expected in the general public. The mere transfer of information from one individual to another is not education. Regular instruction, in logical sequences, in matters related to the development of health and an understanding of what constitutes health must always be the basic foundation of health education.

EPIDEMIOLOGY OF SYPHILIS IMPORTANT

Investigation of positive reactors to serological tests for syphilis performed in connection with physical examinations for selective service is reported by the San Joaquin Local Health District.

Dr. Robert Dyar, director of the local syphilis study, reports that 45 men with positive reactions were investigated prior to March 10, 1941. Results of the investigations are: 19 were new cases; the diagnosis of 17 had been previously established; the status of five cases is still undetermined; it has been impossible to locate four men.

The finding of 19 cases of previously unknown syphilis in a group of 45 is a striking example of the value of the epidemiological work on all positive laboratory reports of selective service tests.

"To talk in public, to think in solitude, to read and hear, to inquire and to answer inquiries is the business of the health commissioner."

REVISED LIST OF REPORTABLE DISEASES*Reportable Only:*

Anthrax
 Botulism—if commercial product notify State Department of Health at once.
 Coccidioidal Granuloma
 Dengue—keep patient in mosquito free room.
 Epilepsy
 Food Poisoning
 Glanders—report by phone or telegraph.
 Jaundice—infectious or epidemic types.
 Malaria—keep patient in mosquito free room.
 Pneumonia—specify type of pneumococcus, if known.
 Relapsing fever
 Rocky Mountain Spotted Fever
 Tetanus
 Trichinosis
 Tularemia
 Undulant fever

Reportable and Subject to Isolation:

Epidemic diarrhea of the newborn (in institutions)
 Chickenpox
 Dysentery—Amoebic
 Dysentery—Bacillary—specify type, if known.
 German Measles
 Influenza
 Measles
 Mumps
 Ophthalmia Neonatorum
 Psittacosis
 Rabies—in animals. Use special card.
 Rabies—in humans.
 Septic Sore Throat (in epidemic form).
 Trachoma
 Tuberculosis—use special card.
 Whooping Cough
 Syphilis—use special card.
 Gonorrhea—use special card.
 Chancroid—use special card.
 Lymphopathia Venereum—use special card.
 Granuloma inguinale—use special card.

Reportable and Subject to Quarantine and Placarding:

Cholera—report by telephone or telegraph to State Department of Health.
 Diphtheria
 Encephalitis (Infectious)—specify type, if known.

NOTE: This means all forms of acute encephalitis such as St. Louis type, equine type, and any other epidemic form occurring in California.

Leprosy
 Meningitis (due to the meningococcus).
 Paratyphoid Fever—specify type A or B.
 Plague—report by telephone or telegraph to State Department of Health.
 Acute Anterior Poliomyelitis
 Scarlet Fever

Smallpox

Typhoid Fever

Typhus Fever

Yellow Fever—report by telephone or telegraph to State Department of Health.

ON SALE INSPECTIONS HEAVY

A total of 270 on sale liquor inspections was made in the Los Angeles, Stockton, Redding, and San Francisco areas during February. Particular attention was paid to the detection of adulterated distilled spirits or refilled containers of distilled liquors. Seventeen violations were disclosed. The practice of refilling bottles that contained well-known brands with cheap imitations is fraudulent to both consumer and rectifier. Every effort is being made to stop this type of violation. Three cases were successfully prosecuted in Stockton, in which the bartender gave a substitute carbonated beverage for the one specifically requested.

"HEALTH FOODS"

A number of health food manufacturing establishments were inspected during February. One establishment manufactures 30 items ranging from soup to candy—products that were prepared in a highly unstandardized manner without facilities for analysis. Eleven pamphlets on health are distributed by this firm, although the owner possesses no qualifications except his self-given title of "nutrition expert." In some cases evasion of the healing arts practice laws were encountered, one of which provides a standardized chart upon which the "patient" checks his symptoms of disease.

"There is still an immense amount to be learned about health, but if what is at present known to a few were part of the general knowledge, the average expectation of life could probably be increased by about ten years."

MORBIDITY

Complete Reports for Following Diseases for Week Ending April 5, 1941

Chickenpox

1213 cases: Alameda County 4, Alameda 4, Berkeley 20, Oakland 117, San Leandro 2, Contra Costa County 1, El Cerrito 1, El Dorado County 3, Fresno County 12, Fresno 7, Eureka 3, El Centro 2, Kern County 33, Kings County 7, Corcoran 3, Los Angeles County 114, Alhambra 2, Burbank 7, Compton 2, El Segundo 3, Glendale 9, Hermosa 46, Huntington Park 1, Inglewood 2, Long Beach 6, Los Angeles 119, Manhattan 1, Monrovia 1, Montebello 1, Pasadena 24, Pomona 5, Redondo 3, San Fernando 1, Santa Monica 1, South Pasadena 2, Torrance 2, South Gate 6, Bell 1, Madera County 11, Madera 1, Marin County 1, Fort Bragg 1, Monterey County 3, Napa County 4, Napa 1, Grass Valley 35, Orange County 11, Anaheim 13, Brea 5, Fullerton 11, Huntington Beach 1, Orange 1, Santa Ana 7, Seal Beach 2, Placentia 3, Tustin 7, Banning 10, Corona 1, Riverside 4, Sacramento County 7, Sacramento 114, Redlands 1, San Diego County 5, Chula Vista 1, National City 5, San Diego 59, San Francisco 130, San Joaquin County 15, Lodi 1, Manteca 3, Stockton 20, San Luis Obispo County 9, Paso Robles 5, San Luis Obispo 2, San Mateo County 1, Burlingame 11, Daly City 1,

Redwood City 4, San Mateo 1, San Carlos 1, Santa Barbara County 2, Santa Barbara 2, Santa Maria 2, Santa Clara County 21, San Jose 4, Siskiyou County 1, Sonoma County 10, Santa Rosa 4, Stanislaus County 5, Modesto 15, Sutter County 3, Corning 2, Tulare County 2, Dinuba 2, Visalia 2, Ventura County 1, Oxnard 3, Yolo County 1, Winters 9, Woodland 7, Yuba County 5, Marysville 1.

Diphtheria

22 cases: Los Angeles County 5, Los Angeles 6, Madera County 1, Sacramento 2, San Diego 1, San Joaquin County 1, Sonoma County 1, Petaluma 1, Sutter County 1, Winters 1, Yuba County 2.

German Measles

1126 cases: Alameda County 3, Alameda 6, Berkeley 17, Livermore 3, Oakland 4, Piedmont 2, Pleasanton 4, Amador County 2, Butte County 2, Antioch 2, Crescent City 1, Placerville 1, Fresno County 10, Fresno 12, Kern County 35, Kings County 1, Lassen County 1, Los Angeles County 107, Alhambra 6, Arcadia 7, Burbank 2, Compton 6, Covina 1, El Monte 3, Glendale 8, Huntington Park 5, Inglewood 1, Long Beach 83, Los Angeles 67, Manhattan 1, Monrovia 17, Montebello 6, Pasadena 18, Pomona 1, San Gabriel 1, San Marino 2, Santa Monica 1, Whittier 3, Torrance 2, Lynwood 5, South Gate 1, Maywood 2, Madera County 1, Chowchilla 1, Marin County 1, Sausalito 1, Mono County 6, Monterey County 2, Carmel 2, King City 3, Monterey 1, Pacific Grove 1, Soledad 1, Napa County 2, Napa 18, Orange County 21, Anaheim 9, Brea 1, Fullerton 9, Huntington Beach 3, Newport Beach 1, Orange 2, Santa Ana 10, Seal Beach 2, Tustin 4, San Clemente 1, Riverside County 2, Banning 2, Corona 1, Elsinore 22, Perris 5, Riverside 4, Sacramento County 1, Sacramento 19, San Diego County 56, Chula Vista 14, El Cajon 6, La Mesa 2, National City 42, Oceanside 1, San Diego 138, San Francisco 19, San Joaquin County 5, Lodi 3, Stockton 9, San Luis Obispo County 3, Arroyo Grande 1, Paso Robles 13, San Luis Obispo 4, Burlingame 8, Redwood City 1, San Bruno 1, San Mateo 5, Menlo Park 1, Belmont 1, Santa Barbara County 13, Lompoc 2, Santa Maria 12, Santa Clara County 25, Gilroy 10, Mountain View 2, Palo Alto 1, San Jose 3, Santa Cruz County 2, Watsonville 1, Shasta County 1, Benicia 1, Vallejo 3, Sonoma County 31, Petaluma 2, Santa Rosa 5, Stanislaus County 2, Tulare County 2, Sonoma 1, Davis 3.

Influenza

350 cases: Alameda County 1, Fresno County 1, Bakersfield 201, Los Angeles County 22, Alhambra 1, Burbank 1, Glendale 1, La Verne 1, Long Beach 2, Los Angeles 25, Pomona 1, South Gate 1, Riverside 1, Sacramento 2, Escondido 1, San Francisco 2, San Jose 2, Sonoma County 1, Tulare County 1, Dinuba 2.

Malaria

One case: Lindsay.

Measles

501 cases: Alameda County 1, Alameda 5, Berkeley 4, Oakland 10, Chico 2, Contra Costa County 1, Fresno County 2, El Centro 1, Kern County 30, Bakersfield 1, Los Angeles County 13, Arcadia 2, Burbank 5, Glendale 4, Hermosa 1, Huntington Park 1, La Verne 1, Long Beach 7, Los Angeles 39, Monrovia 7, Montebello 1, San Fernando 1, San Gabriel 1, South Pasadena 4, Whittier 1, Torrance 1, Hawthorne 1, Marin County 1, Monterey County 16, Pacific Grove 2, Salinas 2, Grass Valley 126, Nevada City 1, Orange County 1, Brea 1, Banning 2, Beaumont 1, Corona 4, Riverside 7, Sacramento County 12, Sacramento 9, Redlands 3, San Bernardino 1, Oceanside 1, San Diego 4, San Francisco 6, San Joaquin County 3, San Luis Obispo 2, San Jose 2, Santa Cruz 1, Watsonville 3, Siskiyou County 17, Yreka 22, Solano County 2, Benicia 5, Vacaville 1, Vallejo 6, Sonoma County 7, Santa Rosa 3, Stanislaus County 2, Turlock 2, Sutter County 1, Red Bluff 6, Trinity County 8, Dinuba 1, Tuolumne County 11, Santa Paula 1, Yolo County 1, Woodland 1, Yuba County 1.

Mumps

964 cases: Alameda 9, Berkeley 2, Oakland 22, Butte County 2, Contra Costa County 9, Pittsburg 3, Fresno County 2, Imperial 2, Inyo County 9, Kern County 26, Bakersfield 7, Delano 1, Kings County 3, Los Angeles County 102, Alhambra 3, Burbank 1, Claremont 2, El Monte 1, El Segundo 8, Glendale 14, Huntington Park 5, Inglewood 1, Long Beach 10, Los Angeles 57, Monrovia 12, Montebello 9, Pasadena 5, Pomona 14, Redondo 6, San Gabriel 7, South Pasadena 1, Whittier 3, Torrance 4, South Gate 1, Monterey 4, Maywood 7, Bell 8, Madera County 3, Madera 4, Sausalito 1, Merced County 1, Monterey County 3, Salinas 2, Napa 2, Grass Valley 10, Orange County 13, Anaheim 1, Fullerton 13, Huntington Beach 6, Newport Beach 24, Santa Ana 13, La Habra 56, Tustin 1, Riverside County 7, Corona 15, Indio 2, Sacramento County 1, Sacramento 3, Redlands 1, San Diego County 5, La Mesa 11, National City 2, San Diego 108, San Francisco 42, San Joaquin County 2, San Luis Obispo County 1, Paso Robles 1, San Mateo 2, Santa Barbara County 8, Lompoc 2, Santa Barbara 41, Santa Maria 1, Santa Clara County 8, San Jose 8, Santa Cruz County 44, Solano County 6, Vacaville 2, Sonoma County 9, Stanislaus County 13, Sutter County 1, Corning 18, Trinity County 11, Tulare County 7, Dinuba 5, Visalia 6, Ventura County 6, Santa Paula 7, Ventura 5, Ojai 1, Winters 8.

Pneumonia (Lobar)

55 cases: Berkeley 1, Oakland 3, Piedmont 1, Calexico 1, Los Angeles County 6, Los Angeles 22, Bell 1, Gardena 1, Pacific

Grove 1, Sacramento County 3, Sacramento 4, San Francisco 3, Solano County 1, Tulare County 1, Dinuba 1, Ventura County 1, Woodland 2.

Scarlet Fever

134 cases: Berkeley 1, Oakland 5, San Leandro 1, Antioch 1, Fresno County 2, Fresno 1, Orland 1, Kern County 2, Los Angeles County 23, Alhambra 1, Burbank 2, Glendale 1, Hermosa 1, Long Beach 4, Los Angeles 28, Manhattan 1, Torrance 1, Hawthorne 1, West Covina 1, South Gate 2, Maywood 1, Madera County 2, Sausalito 1, Merced County 2, Orange County 1, Seal Beach 1, Tustin 1, Corona 2, Sacramento 9, San Bernardino 1, San Diego 6, San Francisco 4, San Joaquin County 2, Manteca 1, Redwood City 2, San Mateo 1, Santa Barbara County 1, Lompoc 1, Santa Barbara 2, Stanislaus County 1, Modesto 1, Sutter County 3, Tulare County 2, Visalia 1, Ventura County 2.

Smallpox

One case: Shasta County.

Typhoid Fever

3 cases: Brawley 1, Kings County 1, California 1.*

Whooping Cough

517 cases: Alameda 3, Berkeley 15, Livermore 2, Oakland 32, San Leandro 1, Colusa County 3, El Cerrito 1, Fresno County 9, Fresno 13, Orland 34, Inyo County 5, Kern County 13, Delano 1, Lassen County 4, Los Angeles County 46, Alhambra 3, Azusa 2, Compton 2, Glendale 7, Hermosa 1, Long Beach 23, Los Angeles 42, Manhattan 5, Monrovia 8, Pasadena 6, Redondo 6, San Gabriel 3, Santa Monica 12, South Pasadena 1, Whittier 1, Torrance 2, South Gate 1, Monterey Park 2, Gardena 2, Merced County 1, Monterey County 8, Salinas 4, Orange County 15, Anaheim 4, Brea 1, Fullerton 4, Newport Beach 2, Orange 1, Santa Ana 4, La Habra 2, Laguna Beach 6, Riverside County 5, Banning 3, Riverside 2, Sacramento 11, Redlands 1, San Bernardino 2, San Diego County 6, La Mesa 2, San Diego 26, San Francisco 30, San Joaquin County 1, Lodi 8, San Luis Obispo 3, San Mateo 1, San Carlos 2, Santa Barbara 1, Santa Clara County 9, Gilroy 13, San Jose 1, Santa Cruz 1, Santa Rosa 3, Modesto 1, Tehama County 2, Tulare County 3, Ventura County 15, Ventura 2.

Dysentery (Amoebic)

2 cases: Los Angeles 1, San Jose 1.

Dysentery (Bacillary)

17 cases: Inyo County 1, Los Angeles 2, California 14.*

Poliomyelitis

One case: Long Beach.

Tetanus

2 cases: Los Angeles County 1, Los Angeles 1.

Trachoma

One case: Fresno County.

Trichinosis

One case: San Francisco.

Food Poisoning

5 cases: Glendale 1, San Francisco 4.

Undulant Fever

4 cases: Colusa County 1, Los Angeles County 1, San Francisco 1, Santa Rosa 1.

Septic Sore Throat

One case: Stanislaus County.

Epilepsy

21 cases: Glendale 1, Los Angeles 13, Manhattan 1, Monterey Park 1, San Francisco 5.

Epidemic Diarrhea of the Newborn

5 cases: Los Angeles.

Rabies (Animal)

6 cases: Brawley 1, Los Angeles County 1, Salinas 1, Riverside County 1, San Bernardino 1, Ventura County 1.

* Cases charged to "California" represent patients ill before entering the State or those who contracted their illness traveling about the State throughout the incubation period of the disease. These cases are not chargeable to any one locality.

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